

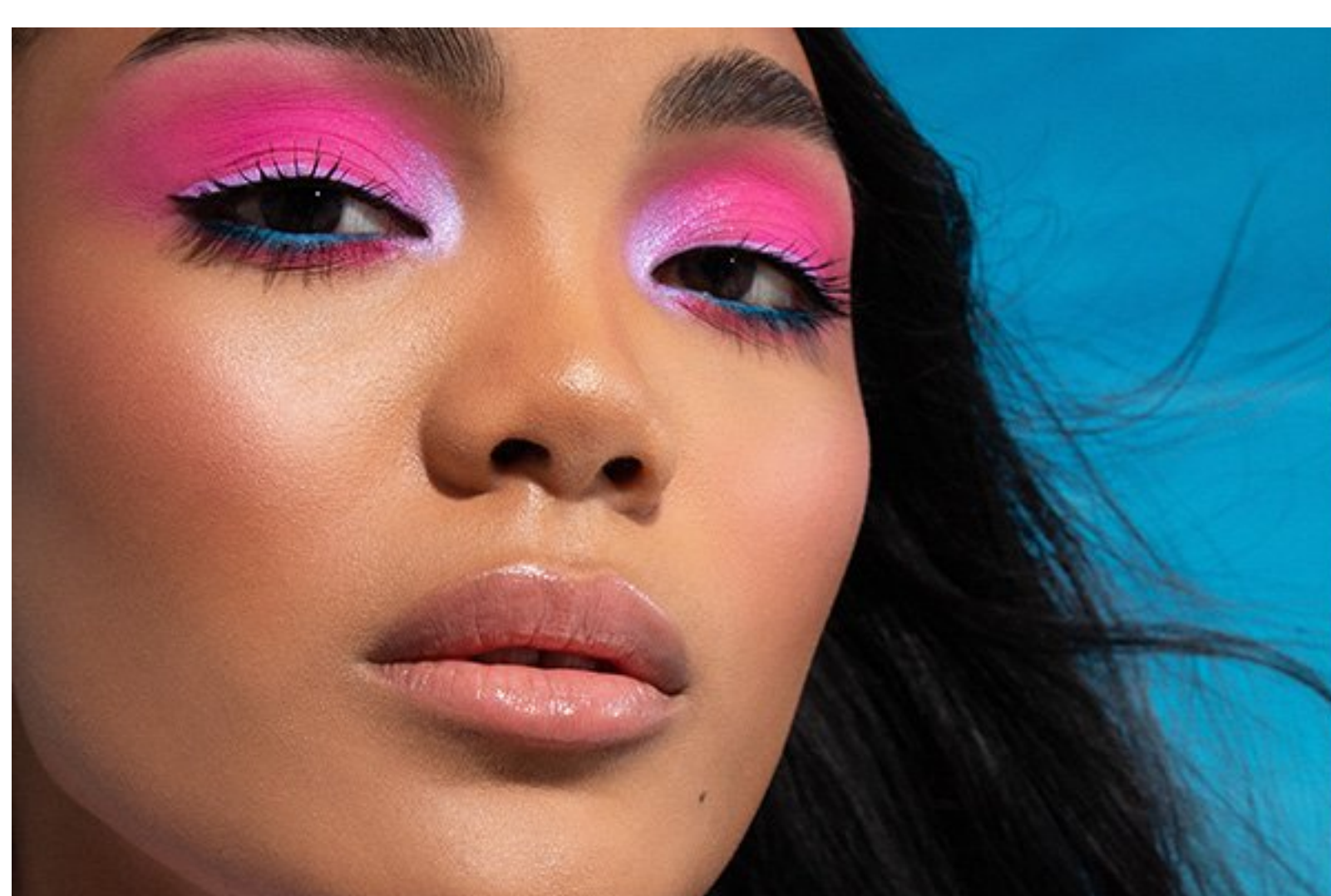
TRIED AND TESTED

MEET OUR FAVOURITE MAKE UP STAPLES

HUMEARA MOHAMED
Junior Copywriter / 3 months ago

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From (foundations) to (blushes), (mascaras) to pencils and everything in between, team Cult Beauty are scouring their beauty troves with renewed joie de vivre — armed with old favourites and brand-new formulas alike, we're keen to embrace the uplifting and transformative power of (make up) in honour of our shiny (Show Off) campaign...



The Volume Mascara, Kevyn Aucoin

This mascara is every Cancer's best friend (we cry a LOT). What makes this mascara the absolute best is its 'sticky' formula that grips onto (lashes) and stays there! Let's just say, it's definitely romantic movie-friendly, because I've watched a fair few tear-jerkers without looking like a panda afterwards (result!). The straight, thin brush gets to the very root of each lash, which makes it easy to build volume whilst separating and elongating. Plus, it simply slides off with hot water – a lazy gal's dream! — *Julia, Content Marketing*

Bronzino Illuminating Cream Bronzer, Tower 28 Beauty

Having spent a lot of time overdoing it in the Noughties, I tend to steer clear of (bronzers). The truth is: I still don't really know where to put it or where the line is (except for the very obvious one that used to sit on my jawline in an orange stripe). However, the blendable and gel-like consistency of the Bronzino has changed my life. It just seems to 'know' where it needs to go! It melts into (skin) and is easy to diffuse for a subtle and healthy-looking glow. — *Bessie, Buying and Merchandising*



Radiant Fluid Foundation Matte, Clé de Peau Beauté

After hearing this made skin look like a 'frosted lightbulb' (think: a dim light shining through soft velvety glass — dreamy) I could not wait to try this. Lo and behold, it does exactly what I heard; the lightweight formula has enough 'play time' to blend seamlessly before it sets to a natural-looking, soft-matte, lit-from-within finish — with the perfect amount of coverage to even my skin tone. It has also survived the (mask) test (with appropriate priming and setting) and absolutely lives up to its long-wearing claims. — *Syhem, Customer Service*

Colorfix 24 Hour Cream Colour – Nudes, Danessa Myricks Beauty

I use the shade 'Nude 7', and it is absolutely spot-on for my skin tone. I struggle to find lasting pigments that aren't too orange-tinged, but this is a delicious, caramel-tan sort of hue. If you have a Meagan Good-type skin tone, this shade is like no other! Use it for on-the-spot coverage, as a (primer) or even as your base. — *Janine, Customer Service*

Bloom Highlighting Blush, Natasha Denona

One word: *adore*. Buildable and beautiful, this versatile formula can be built up or dialled down dependant on your mood — whether you fancy a striking coral glow or a delicate, natural flush. Personally, I like to apply this *everywhere* (cheeks, eyes, nose, temples...) to get that fresh, outdoorsy look. A little goes a long way too, and the colour payoff is extraordinary. Catch me repurchasing this 100x over. — *Olivia, Email User Experience*



Precision Colour Pencil, 19/99 Beauty

These are an absolute delight to use because they're both creamy *and* pigmented. I love that they're versatile enough to use on my (eyes), (lips) or even cheeks. I sometimes use one pencil to create an entire look, which is ideal because I need a streamlined routine in the morning! I already own five out of the seven shades, and I'm already eyeing up the remaining two... — *Maria, Design*

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Humeara is a Junior Copywriter at Cult Beauty. A self-professed 'beauty obsessive' (no, really, you should see her excessive selection of serums), she can usually be found somewhere rattling on about sunscreens or showering in green eyeshadows. Her other hobbies include knitting, sleeping and walking her saluki through Hampstead Heath.

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